



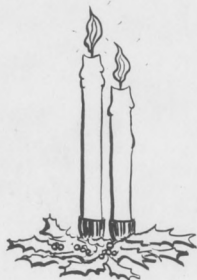
CONTACTS



DECEMBER/1966



Christmas Greetings from our President and Divisional General Manager



Christmas with its many traditional customs presents a rare occasion to extend a personal greeting to all the members of our company. It is a particularly happy occasion because it affords the opportunity to express sincere appreciation for the co-operation evinced by each of you throughout this festive but demanding season. In the busy and strenuous weeks that precede the general celebrations, those who work at Eaton's consistently put forth an extra effort to please our customers. This evidence of goodwill is an intangible but definite part of the Christmas spirit. The directors join me in a warm word of thanks for your continuing support, and it is our heartfelt wish that each of you will enjoy the kind of Christmas that brings you the greatest happiness.

The success of any business is particularly dependent upon the loyalty and efficiency of the staff and management. I am proud of our staff, and of their enthusiasm and customer service, especially during the very busy pre-Christmas shopping period. To each one of you extend my personal thanks for your help and understanding during the past year.

As we enter into the New Year, the Centennial of Canada, it is my sincere hope that it will be a year of good health, happiness, and good fortune for all Eaton families.

A handwritten signature in cursive script that reads "John D. Eaton".

A handwritten signature in cursive script that reads "J. McPherson".

CONTACTS

Volume 2, Number 11
December, 1966

Christmas Greetings from our
President and Divisional
General Manager — 2

New Eaton Catalogue Sales
Office Opens in World's Largest
Potash Centre — 3

Mari's Hobby Ties in
With Her Job — 6

Night Workers — 7

Festive Customs From
Around the Globe — 8

Guardians of Quality — 10

Eatonians Shape New
Sounds — 11

News, Pictures — 12

Drawing Contest Winners — 16

Contacts is published monthly
by the T. Eaton Company in
Winnipeg for its 9,800
Western Division employees in
Saskatchewan, Manitoba and
Northwest Ontario.

EDITOR: Michael Hartley
7th Floor, Winnipeg Store
Phone SUNset 3-2115

Member of the Canadian
Industrial Editor's Association
Affiliated with the International
Council of Industrial Editors

Authorized as second class
mail by the Post Office
Department, Ottawa, and for
payment of postage in cash.

THE COVER: As Canadians we
have taken advantage of the
Christmas traditions of many
parts of the world, assimilating
and enjoying these old-time hal-
lowed practices so rich in mean-
ing, in symbolism and in nos-
talgia.

On pages 8 and 9 are some of
the festive customs of Eatonians
who were born in different lands.
To know these traditions and to
seek out their significance is to
enjoy Christmas to the fullest.



Rising from Saskatchewan's flat wheat fields is the largest and most modern potash mine and refinery in the world. The \$63 million complex produces 2 million tons of potash annually, equivalent to 10 per cent of the world's annual potash supply.

New Eaton Catalogue Sales Office Opens in World's Largest Potash Centre

For hundreds of millions of years the earth held one of its better kept secrets locked far below the wheat fields of Saskatchewan.

Then, 11 years ago, came geologists looking for oil. In the process, they discovered evidence of the world's largest known body of high grade potash.

The ore lay 3,140 feet down, under an area now known as "Potashville", a region including 11 towns, located more than 100 miles from Regina. The ore body stretches in a band 450 miles to the southeast and northwest. In some areas it is 50 miles wide.

At Esterhazy, the hub of the potash bonanza, Eaton's opened a new type of Catalogue Sales Office on December 2. This is the story of the opening and the thriving community which our new outlet will serve.



Approximately three quarters of Esterhazy's buildings were constructed since potash was discovered in the area 11 years ago.



Ileen Bloor, Catalogue Sales, arranges a Christmas gift display in preparation for the Esterhazy store opening.



Harriet Erickson keeps customers informed by phone.

ESTERHAZY was named after the Austrian Count Paul Esterhazy, who, while visiting New York, discovered that labouring in the dark, deep coal mines of Pennsylvania were many of his fellow countrymen. Their ancestors had been peasants, accustomed to outdoor life.

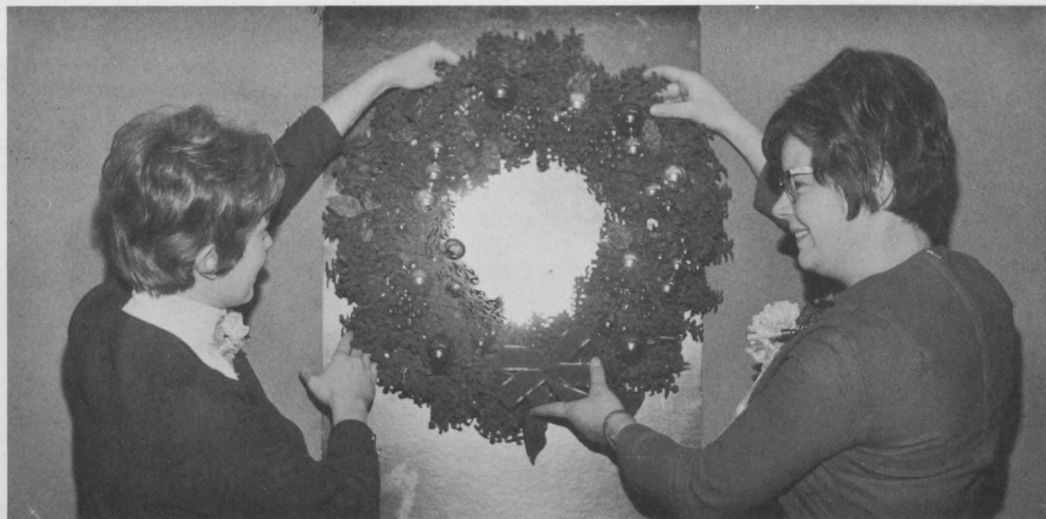
Out of sympathy for their plight, Esterhazy secured for them a tract of land in Southern Saskatchewan, which they settled the following year. Many of the children and grandchildren of these original settlers still farm the same lands.

The Canadian Pacific Railway reached Esterhazy in 1903 and helped found the community as the centre of a mixed farming district. Then an event dramatically changed the town's way of life.

In 1955 a company drilling for oil east of Esterhazy encountered beds of potash. After making satisfactory tests in the area, the International Minerals & Chemicals Corporation (Canada) Limited purchased the freehold mineral rights and secured leases from the Crown.

Operations commenced in 1957 with the sinking of a shaft and the erection of a plant for the mining and refining of potash. Original objective for the mine was 400,000 tons of potash annually. But before the mine came into production, the estimate was raised to 1.2 million tons.

At present the mine is producing 2 million tons per year and a second larger shaft has been sunk. The two plants will initially produce 3.5 to 4 million tons per annum.



Sharon Stadnyk, left, and Lois Hruska straighten a festive wreath in the new Catalogue Sales Office.



Esterhazy's Mayor D. A. MacKenzie Q. C., at left, shows Eaton's new Catalogue Sales Office Supervisor

Roger Houle a piece of potash from the mine near the community.

IMC has made a substantial contribution to the community. The company opened a school to train local personnel for mine and mill responsibilities and employs over 800 people. It has assisted in the establishment of new recreational, medical and educational facilities.

When construction first started in 1957, the town had a population of 750 people. Today there are over 4,000 people with a projected forecast in 15 years of up to 15,000 citizens. Esterhazy is Saskatchewan's fastest growing centre and in terms of actual production — the Potash Capital of the World.

In this thriving, vibrant community our company opened the first EIM, Catalogue Sales Office in the Western Division. This new type of sales office is headed by Supervisor Roger Houle. His store has 3,000 square feet of sample catalogue merchandise.

Under Mr. Houle's direction a small Catalogue Order Office was first established in Esterhazy in October. The staff moved to their brand new premises, facing the main street, at the end of the month.

Assisting Mr. Houle move into his new establishment were three store managers: Hermie Weitzel, Kenora; Ken Sawchyn, Melville; and John Wytrykush from Yorkton. Also lending a hand was Ilene Bloor, Catalogue Sales Office, who helped train staff and arrange displays of merchandise.

Esterhazy's Mayor D. A. MacKenzie Q.C. was invited to the opening. In his address he welcomed Mr. Houle and his family to the community and praised Eaton's for their contribution to the building of the west.



Hermie Weitzel, Kenora Store Manager, prepares a sample snow blower for display in the Esterhazy Store.

Marj's Hobby Ties in With Her Job

We are all collectors. Everyone collects something. Without realizing it you may already have a beginning collection from gifts brought by your family, or souvenirs of trips. Here is one Eatonian who has turned a collection into an organized hobby.

MARJ McRAE, Men's Furnishings, Winnipeg Store, has a collection of

over 50 ties, dating as far back as the 1930's. They range from gaudy six inch wide ties to the tapering styles worn in the sixties. Among her prize items are a pleated tie, a Beattie tie and an upsidedown tie.

After 34 years in the Tie Department Marj McRae has acquired extensive knowledge about their history.



Marj McRae, Men's Furnishings, displays one of her collection's most colourful ties.

The first cravat she explained was introduced around 1660 when wigs became fashionable and the ruff went out of style. A few years later a new type of cravat appeared on the scene called the Steinkirk, named after the battle of Steinkirk. French officers, surprised by an enemy attack, hurriedly threw cravats about their necks, gave them a twist, and pulled the end through a button-hole. The new style was a result of the French victory.

World War I brought a radical change in ties. The butterfly bow and long ties with a sailor's knot were introduced.

The neckwear industry's most important invention came with the development of a loose stitch fabric which permitted the material to spring back into shape after knotting. The famous Windsor knot, named after the Duke of Windsor, became popular in the late thirties. During the post-depression and World War II years ties widened and colourful, bizarre patterns were the rage.

Ties slimmed down and colours became more subdued in the fifties and early sixties.

"The trend today," said Marj, "is towards the wider tie. And the 'new look' in neckwear is steering towards bolder colours."

What will neckwear be like in the future? Miss McRae mentioned that ties will continue to change as other men's wear items have changed.

"Perhaps, a form of neckwear will be designed to go with a sport-shirt," she said. As long as progressive manufacturers and retailers continue to create and experiment the tie industry will flourish she added.



Long after customers and staff have gone Gordon Sepke, left, and John Trueman clean the fluorescent lighting on the main floor of the Winnipeg Store.

NIGHT WORKERS

Hats off to the night workers — those men and women whose job it is to clean the Winnipeg Store on the night side of the clock. They help keep the Store neat and tidy while much of our Division sleeps.

After the doors are closed at 9.30 p.m. — when customers and sales staff have gone — Caretaking employees are hard at work. First the waste paper is removed, and then an army of cleaners descends on our Store to keep it in spotless condition.

This house cleaning is no easy daily task after tens of thousands of customers have walked millions of steps, down hundreds of aisles — during the busy Holiday Season and throughout the year.



After the cleaners have finished, G. Armstrong, Supervisor, inspects the floors of the Winnipeg Store.



During the night shift, George Bell, Mechanic, repairs company vehicles.



While most of us are asleep, Fred Chandening is hard at work removing waste paper.



Festive Customs

When did the celebration of the Christmas festival begin? It is strange to learn that for the first three centuries Christians did not celebrate it at all, and December 25th was chosen because it coincided with the great pagan festival in honour of the sun.

After the festival of Christmas took root in Europe and later around the world, a wealth of music, drama, legend and popular customs gradually gathered around it.

Recently eight Eatonians, who were born in distant lands, recalled some of these fascinating and varied traditions.

FINLAND

Christmas trees in Finland are decorated with real candles and light up the household, much to the delight of the small fry. When JOHN VALIMAKI, Basement Meats, was in school the children dressed themselves in elves' costumes in preparation for the arrival of Lipeä Kala (Santa Claus). In the town of Salmi, now under Russia, John remembers riding 15 miles to church in a horse drawn sleigh with bell, whose sounds rang out through the frozen, silent night.

The main Finnish dish at Christmas is pork, cooked on an oven and covered in brown dough. Fish cooked in white sauce, is another favourite. For desert Finns enjoy rice and plum pudding.



JOHN VALIMAKI

JAPAN

HIROKO NAKAGAWA, Women's Garment Alterations, remembers Christmas in Kumamoto, Japan, as being celebrated in much the same way as it is in Winnipeg. Families got together and decorated the tree.

New Year, however, is the nation's biggest festive event. On the eve of the New Year friends and relatives attend a sumptuous feast consisting mainly of fish dishes. Among the favourite foods are: tuna, boiled octopus, shrimps, fried squid and fish cakes. The women folk usually wear their traditional kimonos and ornate wigs.



HIROKO NAKAGAWA

ITALY

Weatherwise, Christmas in the south of Italy is warm and filled with sunshine. In the southern province of Calabria, FRANK GAGLIARDI, Tailoring Workroom, recalls the Yuletide festivities in his home town — Amato. The main decorations of an Italian home is the Christmas crib or precepio. Entire families take part in creating little replicas of the Holy Land from wood or clay.

This season is perhaps the warmest and most intimate of all Italian holidays. On this great feast day families gather annually around overflowing tables of fruit, nuts, fish cakes, wines and pan dolce (bread).



FRANK GAGLIARDI

GREECE

In December the Grecian coast is racked by storms, and the month of St. Nicholas is observed with great devotion. According to tradition St. Nicholas' clothes are drenched with brine, his beard drips with seawater, and his brow is covered with perspiration because of his efforts to rescue sinking ships.

Though Easter outranks Christmas as a feast day, the festive season in the home town of LAZARUS CONSTANTINIDIES, Service Building, is observed as a religious festival. At the break of day on Christmas morning the children go from house to house singing the kalandia (carols).

Pork is the staple dish of the Christmas meal and every housewife bakes a christopsomo (Christ-bread). This bread is decorated with elaborate frosted ornaments, representing some aspect of the family occupation.



LAZARUS CONSTANTINIDIES

From Around the Globe



WOLF KADGIEN

GERMANY

At Christmas, WOLF KADGIEN, Service Building, used to help cut his family's Yuletide tree in the forests close to his home town of Rhinehiem, near the Swiss border. Germany, often referred to as the country best known for "Christmas keeping", long ago made the tree its national symbol of the season. Through their love and loyalty to this tradition, they have spread its use across the world. On Christmas Eve the German people stop work at noon and decorate their trees with apples, candies and cookies. The following day Santa Claus and his angel assistant, who is usually a beautiful blond girl, distribute gifts. Then the younger folk organize hay wagon rides and dress up in white sheets with angel's wings.

HOLLAND

ELIZABETH SCHULTZ, Catalogue Building, mentioned that Holland is truly the land of St. Nicholas — so much so that even the chilly, drizzly climate of early December is referred to as "real St. Nicholas weather." On St. Nicholas Eve, December 5, Elizabeth's family in Nijmegen paid tribute to the "Old Bishop", as St. Nicholas was called, and his servant Black Peter. St. Nicholas wears a bishop's hat and his black faced friend carries a chain and a sack.

On St. Nicholas Day presents are handed out and the tables laden with candies, cookies, cakes, and plenty of hot chocolate. The night before, youngsters leave wooden shoes filled with straw and a carrot, for St. Nicholas' horse. The next morning, they find them filled with candies.

In Holland, Christmas is celebrated much like Thanksgiving in North America. Every family has a special dinner, yet it is not a time for parties and there are no presents. Christmas Eve and Christmas morning are both devoted to church services, while the afternoon is spent in the family circle.



ELIZABETH SCHULTZ

BULGARIA

In Bulgaria groups travel from house to house singing carols on Christmas Eve. In Sofia, the capital, where STEVE JORDANOV, Service Building, lived, the people wear their national costume of embroidered smocks, high hats and boots during the holiday season. Festive foods eaten at Yule include roast pork, saorkrot, green peppers, sweet cakes, and pickles.

On New Year's Eve Bulgarians carry willow branches, wish each other happy new year, and invite their neighbours in for refreshments. Meanwhile, the younger set head for the Rila mountains, not far from Sofia, where they spend two or three days skiing and tobogganing.



STEVE JORDANOV

SCOTLAND

During the seventeenth century, when the Puritans dominated the government of Great Britain, a ban was placed on the celebration of Christmas, and since that time religious festivals have never been especially popular in Scotland. This does not say that Christmas goes unnoticed. But on the whole the day is observed quietly.

On New Year's Eve, or Hogmanay, ARNOLD HEPBURN, Furniture Department, recalls that when the Scottish church bells tolled mid-night, the lid was off. Shouting, handshaking, the drinking of toasts, music, dancing, and warmest flow of good wishes imaginable greeted the New Year.

The custom of "first footing" is enjoyed in a variety of ways with all the warmth and joy of the season. The first visitor in the New Year, who brings a piece of coal and places it in the stove, without saying a word of greeting, is supposed to bring good luck. A tall, dark and handsome man has always been a preferred type of "first footer". Refreshments are plentiful and a pleasant party makes the occasion one of great merriment.



ARNOLD HEPBURN

—≡ GUARDIANS OF QUALITY

Timothy Eaton once heard a clerk selling a garment as "all wool".

"No, madam," corrected Mr. Eaton, "that is half wool and half cotton."

Behind this tale lies the Eaton



A technician in the Toronto Research Bureau carries out a paint scrubability test.

principle to find out what an article is, what it will do and then represent it honestly to the customer.

In the Winnipeg store it is the job of the employees in Quality Control to report on the standard of goods and services offered to our customers. Quality Control inspectors, under the direction of Department Manager Alan Cracknell, sample catalogue parcels from the conveyor belts.

As a result there has been a considerable reduction, achieved during the last two years, in the error filling percentage.

On the retailing side of our business, the staff examines incoming shipments of merchandise and report faulty items to our buyers.

The Department works closely with the Toronto Research Laboratory which is the largest and oldest in Canada. Few retail organizations maintain testing laboratories. As a result of thorough and merciless testing, our customers can rely on Eaton's Branded Lines.

Each year the Bureau conducts an

average of 30,000 tests on merchandise, ranging from diapers to drugs. However, not all the testing and research is done in the Toronto lab.

When complaints began pouring in from Newfoundland about the 15 h.p. Viking motor, a roving researcher flew east for an on-the-spot investigation. After a turbulent day at sea in an open boat the investigator found out the reason for the difficulty.

The Viking 15 was just too small to power a commercial boat through the billowing Atlantic from morning until late at night. Instead of suggesting a larger Viking, our trouble shooter suggested a couple of changes to urge more thrust from the 15. The result: a pleasure-boat motor, on an ocean vessel, that's in ship-shape condition.

The practical functions of the Research Bureau are many-sided. It acts in an advisory capacity to our merchandising groups. Through its scientific testing of various products the buyers are rendered valuable assistance in the selection of merchan-



Herb Darroch, left, and Frank Swonnell inspect incoming furniture from suppliers in the Service Building.



Olga Dubas checks 2,000 parcels a week to make sure customers get the merchandise they ordered.

dise — in determining the worthy from the unworthy. For example, the Bureau frequently tests sample merchandise for quality, reliability and color-fastness.

In the case of items manufactured especially for Eaton's and carrying our Seal of Approval, an intense factory inspection program is carried out. Inspectors visit the plant to check quality and specifications. Fabrics are exposed to artificial sunlight to test for fading; other tests are used for shrinking, durability and elasticity. Quality Control employees in Winnipeg examine garments for workmanship and size.

In the laboratory appliances are dismantled, examined and tested to ensure peak performance. Eaton's own line of paints is tested regularly with up-to-date methods.

From all this investigation, it is the customer who reaps the benefits. The efforts of Quality Control and the Research Bureau are directed towards giving our customers a top quality Eaton product.



Dolly McIntosh examines a dress to ensure that it is in top notch condition.

Eatonians Shape New Sounds

The music may sound untamed, chaotic. Yet much of the rock 'n roll music of the four-man singing group called "The Shags" is also tender and vital. It is a tangled type of sound, where often brain dulling lyrics are blended with stirring tones.

Belonging to this new group are Greg Venn, City Advertising; Bill Merritt, Merchandise Processing; Stewart Adams, Catalogue Dispatch; and Clive Perry, Student. Some of The Shags' music is styled after the Beatles, but with a distinctive sound all their own.

While still at High School the Winnipeg lads were captivated by the success of the Liverpool quartette who in a few years have affected the entire balance of the entertainment industry. It has also been estimated that more has been written about the Beatles than any other entertainers in any other era.

In November, 1964, The Shags, who have a flare for music, formed their own band. After many months of hard work they started playing at high school dances. Even after a few initial successes the group found bookings hard to come by. What they needed was a new sound.

They then decided to compose their own songs and musical arrangements. Their aim was to adopt a rhythm and blues style, and to give The Shags a big band sound. They reasoned that the big bands became outmoded because they were uneconomical. A small group of youngsters could do the same job at less cost.

Bill wrote some new songs for the group, while they all pitched in with the musical arrangements.

Last summer The Shags toured Western Canada and played at teen dances in Calgary and Edmonton. During their tour the foursome made a recording for Eagle Records which will be released this month.

For \$100 they recently purchased a 1949 Dodge truck whose outstanding feature is wall-to-wall carpeting.

The group's future plans include an Eastern Canadian tour and to make more recordings.



Making the popular musical scene in Winnipeg are The Shags. From left to right are: Clive Perry, Greg Venn, Stewart Adams and Bill Merritt.



30 GRADUATE

New Training Course Molds Future Leaders

The need for leadership in our Company is greater today than ever before.

As part of our program to meet this need, thirty Eatonians recently graduated from one of the most comprehensive training programs ever devised by our organization.

The course encompassed a six month program which combined on-the-job training and classroom study. Forming an integral part of the program was the American Management Association's supervisory management course. This included such topics as the nature of management, planning, communications, motivation, and improving managerial effectiveness.

On Nov. 16 the graduates re-

ceived certificates for the AMA course and effective speaking. Those who completed the program were: Phyllis Albosh, Gary Albo, David Applebaum, Percy Balon, Bob Burwash, Lorne Chestnut, Margaret Cundell, Ken Delbridge, Linda Donald, Sharon Fahy, Rosalind Harper, Allan

Lauder, Bill Palmer, Margaret Robertson, Linda Robertson, Margaret Roper, Jim Saper, Lloyd Shields, Keith Simons, Karen Steiman, Bruce Stocks, Alex Syzek, Nancy Gross, Gil Hebert, Edward Holt, Murray Kirk, Roggi Petursson, Tom Townsend, Rick Titarniuk and Larry Zarychanski.



EXOTIC MERCHANDISE: Sales Supervisor Frank Harper, Basement Fruits, at left, shows several of his Indian customers some of the exotic fruits, from many lands, which are sold in his department. These include: custard apples, avocados, barbery figs, artichokes, egg plant, and kumquats.

RETIREMENTS

Best wishes to the following Eatonians on their retirement:

Mr. F. Ellis, Dept. 41M, Winnipeg, 50 years of service.

Mr. A. W. Harvey, Dept. 1015, Winnipeg, 41 years of service.

Mr. A. P. Bowman, Plant Supervisor, Dept. 143, Winnipeg, 39 years of Service.

Miss L. M. Bourke, Dept. 1109, Winnipeg, 23 years of service.

Mr. John R. Boyd, Dept. 3353, Moose Jaw, 14 years of service.

Mrs. R. Stewart, Dept. 109, Winnipeg, 11 years of service.



VETERANS HONOURED: The Army, Navy, Air Force Veterans Association sponsored a dinner for over 100 war veterans in the Valley Room, Winnipeg Store, Nov. 16.

Flood Menaces Eaton Office

The disastrous flood that wreaked havoc in the Italian city of Florence last month cut off electricity, telephone service and water to the local Eaton Buying Office.

Fortunately the surging waters didn't rise high enough to damage the office, located on the second floor of an office building near downtown Florence.

Office Manager R. P. Hunter reported that office staff were currently assessing the number of Eaton suppliers affected by the disaster, and trying to secure deliveries.

In a letter Mr. Hunter wrote: "Army bulldozers and squads of soldiers are removing muds and the spoiled contents of over 6,000 flooded shops . . . University students are helping to salvage ancient books and manuscripts in the National Library . . . Volunteers are cleaning soiled paintings and the Red Cross is distributing clothes and medicine."

Wanted: Centennial Projects

On New Year's eve, hilltops along the Canadian-United States border will burst into flame from coast to coast. It won't mean the Martians have landed or that Canada is going up in smoke.

It will proclaim to the world that Canada has declared its Centennial. At the stroke of midnight, as 1967 is born, bonfires on hilltops across the country and pealing church bells will signal the opening year of festivities for Canada — the 100th anniversary of Canadian Confederation.

Contacts Magazine plans to print a series of articles on employees who have Centennial Projects of their own.

If you have an interesting and worthy project to help mark our 100th year — contact the Publications Office, 7th Floor, Winnipeg Store — and let us know about it!

Jamaica Journey Ended Dec. 9



CALYPSO SERENADE: Supplying the music for the Senior Councillor's beauty workshop graduation in the Grill Room, Winnipeg Store, were the five-man Hiltonaires Calypso Band, in background. Band members are, from left to right, Wilbert Stephenson, Lindel Hewie, Carlton Lewis, Cecil Lawes and Cecil Largie. During the ceremony on Dec. 3 over 130 teenagers were presented with certificates by Store Operating Manager A. B. Finnbogason. In the foreground are some of the organizers of the recent Jamaica promotion. From left to right are: Divisional Merchandiser E. J. McCready, Fashion Co-ordinator Lillian Vadeboncoeur and Public Relations Officer of the Jamaica Tourist Board, Deryck Roberts.



PAN-AM PRESENTATION: Pan-American Games Executive Director Jim Daly, centre, fastens a Pan-Am pin on Miss Jamaica, Marlene Murray, at the Caribbean Island's booth in the Winnipeg Store. At left is another Miss Jamaica — Judith Willoughby. These West Indian beauties modelled resort wear during the 10-day Jamaica Journey Promotion Nov. 25 - Dec. 9.

CONTRACT SALES DESIGN DECOR FOR MAJOR HOTELS

A team of highly skilled specialists in Eaton's Contract Sales recently completed two major design and construction jobs in leading Winnipeg hotels.

At the \$1.2 million, five-storey Balmoral Motel, department personnel, under the direction of Divisional Contract Sales Manager L. E. Holt, designed the delightful Boulevard restaurant, cozy Can-Can cocktail lounge and impressive lower level banquet facilities.

These facilities included a VIP room, the 300-seat Balmoral Room, and the Maple room. The department designed and furnished all 45 guest rooms which radiate colour and comfort.

Eaton's also designed the decor for the 1,000 seat Skyview Ballroom of the Marlborough Hotel. To enhance the majestic appearance of the room, Eaton personnel installed eight massive crystal chandeliers, attractive drapes and wall decorations.



CONFERENCE SESSION: Participants in the recent personnel training meeting were, from left to right, Nap Ruzesky, Blanche Benson, Joel Rochon, Mac McLean, Hy Rosenstein and Dave Arlidge.



Personnel Managers Meet in Winnipeg

Personnel Managers from three Western Division stores attended a personnel meeting in the Winnipeg Store, Nov. 17-18.

Dave Arlidge, Regina, Nap Ruzesky, Saskatoon, and Blanche Benson, Brandon, met with their Winni-

peg associates for a round of formal and informal discussions on such topics as wage administration, training sales management and personnel development programs.

Few Seats Left

The Eaton recreation club's chartered jet to Europe is almost full. Make your reservation today for this flight which leaves Winnipeg for London May 3, and returns to the Keystone City, May 30.

The cost is \$270 per person. Cash in full with application or payments of \$150 to be made by Jan. 15 and \$120 by Feb. 15. Cheques to be made payable to Mackie's Travel Agency.

All Eaton active and retired employees are eligible. Spouse, dependent children, and parents living in the same household of active or retired employees are eligible only if they are accompanied by the employee.

For reservations or further information contact the Staff Relations Office.

JANUARY ANNIVERSARIES

TWENTY-FIVE YEARS

Miss Dorothy Buzzell, Senior Sales, Dept. 1244, Saskatoon, Jan. 5.

Mr. Albert Philpott, Salesman, Carpets, Dept. 1272, Winnipeg, Jan. 5.



Balmoral Motel Manager Ben Karasick, left, and Contract Sales Consultant Lyal Harvey stand in front of a mural, by Winnipeg artist Arnold Grueter, in the impressive Centennial Dining Room.



In the magnificent Skyview Ballroom of the Marlborough Hotel, head of Eaton's Winnipeg design studio Dale Henwood, right, met for a conference with the Hotel's president Nathan Rothstein, centre, and Mr. Harvey.

Eaton's 3rd Largest Service Building to be Ready in January

The Winnipeg Service Building will be doubled in size by January 6, 1967, with the completion of an additional 319,000 square feet of floor space.

The building will be the third largest Service Building in the Company and the largest structure of its kind in western Canada. It will encompass the most modern materials handling facilities in the North American retail industry.

Main function of the extension is to provide facilities for all heavy goods warehousing and parcel delivery operations.

With the relocation of these areas from the Winnipeg store, Alexander Warehouse and Catalogue Building, space in the downtown complex will be then free for central receiving, checking and marking operations.

APPOINTMENTS

WINNIPEG

Mrs. Y. Hay, Sales Supervisor, 343.

MOOSE JAW

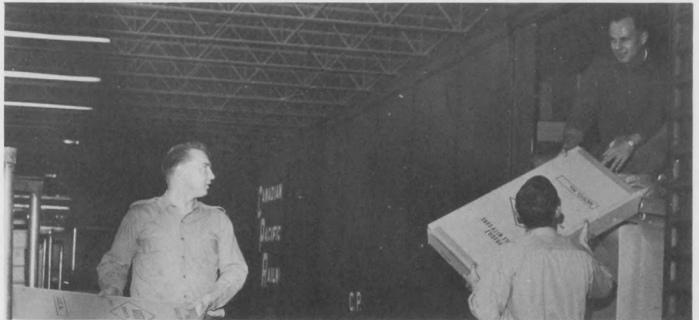
R. A. Dunstan, Sales Supervisor, 252, 253, 261.



CENTENNIAL PLATE: Jack Douglas, Mechanic, Garage Department, fastens on one of fifty new Manitoba Centennial Plates for Eaton delivery trucks. Employees may purchase Centennial Plates from the Information booth, second floor, Winnipeg Store. The price is \$5 each.



In the proposed carpet workshop section of the Service Building extension, Eaton personnel discuss new developments with Andy Grabowiecki, Job Superintendent, Bentall Construction, second from left. From left to right are: Bob Dunster, Industrial Engineering Analyst; Mr. Grabowiecki; E. R. Puddington, Material Handling Manager; Reg Hart, Service Bldg. Supervisor; and Richard Chase, Project Supervisor.



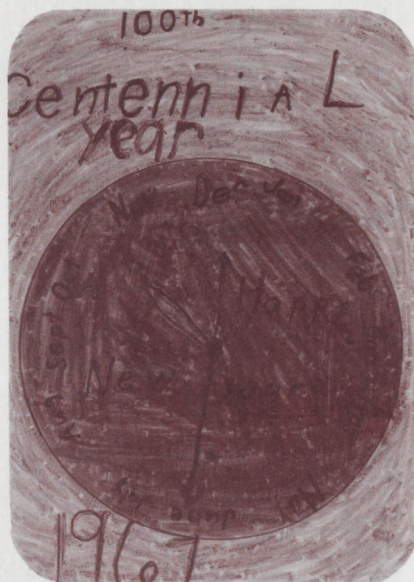
In the completed section of the new Service Building extension freight trucks are backed into the building for speedy unloading of merchandise. Left to right are, George Robinson, Mitch Chormoby and Ron Golovitch.



FASHION REPORTING: Linda Robertson, Staff Training, standing centre, recently conducted a course for senior sales personnel on the new fashion reporting system. Those taking part were, from left to right, Joan Limmer, Florence Goldie, Claire Mander, Helen Kane, Noreen Smith, Miss Robertson, Mary Evans, Jacque Coghill, Agnes Kirton, Frances Herold, May Newsome and Rosalind Harper.

Drawing Contest Winners

FIRST PRIZE - TRANSISTOR RADIO



JOHN WEIR
Grade 3, Age 8.

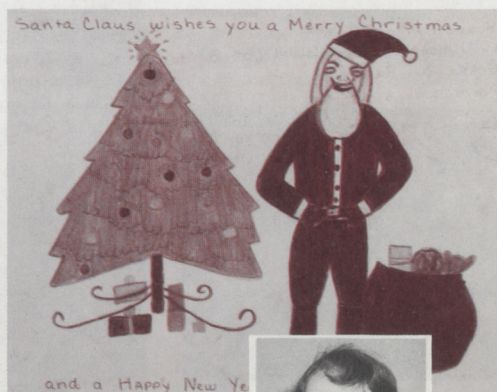
Son of Ambrose Weir, Divisional
Commodity Merchandiser, Winnipeg.

SECOND PRIZE - \$10



DOROTHY HURL
Grade 5, Age 10.

Daughter of Ernest Hurl, Winnipeg
Merchandise Control, Catalogue.



THIRD PRIZE - \$5



KAREN MORRISON
Grade 3, Age 8.

Daughter of Mrs. Doris Morrison,
Winnipeg Catalogue.